

BUSM 1007 ENTERPRISE INNOVATION AND MARKETS (WSTC)

Credit Points 10

Legacy Code 700251

Coordinator Abdullah Al Abed ([https://directory.westernsydney.edu.au/search/name/Abdullah Al Abed/](https://directory.westernsydney.edu.au/search/name/Abdullah%20Al%20Abed/))

Description This subject introduces students to key concepts, business models and issues surrounding contemporary business. Students will develop an understanding of the private enterprise system, competing on a global platform, business ethics and social responsibility, business ownership, market structure and innovation. Building on the foundation knowledge of the key principles of markets and public policy students will be able to transfer this knowledge into their subsequent study of specialist areas. The subject also aims to develop students' communication skills to enhance their literacy proficiency in preparation for the more advanced subjects of the degree.

School Business

Discipline Business Management

Student Contribution Band HECS Band 4 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 1 subject

Equivalent Subjects BUSM 1006 - Enterprise Innovation and Markets

Restrictions

Students must be enrolled at Western Sydney University, The College. Students enrolled in extended diplomas must pass 35 credit points from the preparatory subjects listed in the program structure prior to enrolling in this University level subject.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Explain contemporary enterprise practices in the marketplace.
2. Evaluate the competitive position of an enterprise in range of business contexts.
3. Examine the economic challenges facing contemporary enterprises.
4. Compare options for assessing business opportunities and innovative practice.
5. Critically analyse innovation in different enterprises.

Subject Content

- Dimensions of innovation
- Linking creativity, innovation and entrepreneurship
- The marketing environment and marketing mix
- Identifying customers ? segmentation, targeting and positioning
- Economics, demand and supply
- Economic decisions and perfect competition
- Imperfect competition and monopoly
- Entrepreneurs and business markets
- The entrepreneurial process
- Dimensions of innovation

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- The entrepreneurial process

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Quiz	1 hour	20	N	Individual	N
Report	1,500 words	40	N	Individual	N
End-of-session Exam	2 hours	40	N	Individual	N

Teaching Periods

Term 1 (2025)

Bankstown City

On-site

Subject Contact Bader Unnisa Mehdi ([https://directory.westernsydney.edu.au/search/name/Bader Unnisa Mehdi/](https://directory.westernsydney.edu.au/search/name/Bader%20Unnisa%20Mehdi/))

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM1007_25-T1_BK_1#subjects)

Parramatta City - Macquarie St

On-site

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